

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

August 14, 2012

4:00 – 6:00 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Brian Folb, President, Paramount Contractors
Carol Massie, Secretary, McDonald's Restaurants
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios
Fabio Conti, Fabiolus Cucina
Charles Eberly, The Eberly Company
Melissa Logan, Amoeba Music
John Lupo, JMPL Property Management
John Given, CIM Group
Kitty Gordillo, Hollywood Wilshire YMCA
Elizabeth MacDonald, Los Angeles Film School
Harout Markarian, Western Diocese of the Armenian Church
Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences
Mike Smith, Broadreach Capital

Absent

Duke Gallagher, Treasurer, The Production Group
Fred Rosenthal, Ametron

Consultants

Sarah MacPherson, Executive Director
Kerry Morrison, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Steve Seyler, Andrews International
Devin Strecker, Hollywood Property Owners Alliance

Guests

Jacqueline Berman, HPOA Intern
Joseph Wall, HPOA Intern

I. Call To Order

Brian Folb called the meeting to order at 4:12 p.m.

II. Public Comment

There were no public comments.

III. Approval of Board Minutes

A. Minutes from June 12, 2012

Copies of the minutes had previously been distributed to the Board for their review, and were included in the meeting packet.

It was moved by Kitty Gordillo, seconded by Mike Smith and CARRIED to approve the Minutes from the June 12, 2012 meeting. Unanimously approved.

IV. Treasurer's Report

Mariani stated that due to computer issues, Gallagher was unable to distribute the Treasurer's Report ending July 31, 2012, so it will be deferred until next month. Folb added that he had received word from Gallagher that we received the last chunk of assessment funds. MacPherson confirmed that all public agencies have now paid, including the dissolved CRA.

The discussion with Jeff Briggs re: document retention, conflict of interest and whistle-blower policies was deferred to September.

V. Old Business

A. Parking Matters – MacPherson stated that a variety of issues related to parking has surfaced. Morrison compiled a matrix of parking-related issues, including the new Vine Street Parking Garage, the proposed creation of a parking district in Hollywood, parking meter adjustments and initiatives related to valet parking and a possible valet ordinance. She spoke on the importance of getting ahead of the curve by speaking with the candidates running for mayor to try and get them on board with these issues before they are elected.

B. Food Truck Update – MacPherson reported on what she called a very productive meeting with the Director of Environmental Health and representatives from various BIDs. She said the LA County Health Department is trying to create requirements and attempting to clarify the laws pertaining to mobile food vending, and they plan to include provisions to work with the BIDs to help enforce. Progress is being made, as trucks are now displaying letter grades, just as brick and mortar restaurants must. MacPherson also thought it would be good to implement a system to report issues with trucks. Folb also asked if we could approach LaBonge to present us with an update on his progress.

VI. Committee & Program Reports

A. Nominating Committee

1. Candidates for Board: Folb reported that the nominating committee is finishing up after having elected new members to the vacant seats. He said if anyone is interested in serving on committees to have them e-mail him. MacPherson noted that she included a current roster of the board in the packet.

B. Marketing and Communications

1. Pole Banners: Strecker reported that have now been installed throughout the District, and that a press release has been drafted that will go out to local media. The press release was included in the meeting packet.

2. Meeting w/ AMPAS re/ 2013 Sunset & Dine: Strecker reported that the Sunset & Dine committee has begun to plan for next year's event and hopes to collaborate more

with AMPAS. As such, the committee will be meeting with AMPAS later this year to begin discussions.

3. **2012/13 Visitor's Guide:** The sales for the 2013 Visitor's Guide and Map has begun and Strecker is currently looking for businesses who would like to advertise in the guide; information was included in the board packet.

C. Security Committee

1. **Status of monitor relocation at LAPD Hollywood station:** Mariani reported that the camera monitors have been moved, but they are having some issues with the air conditioning in the room they are now housed in. We might have to purchase a new AC unit just for the monitors. Otherwise, they are all up and running as planned. More arrests have been made utilizing the cameras this year than the previous.

2. **General Security Report:** Seyler reported on behalf of Andrews International. He reported that the team had attended 14 meetings this period, and shared some success stories from the team's homeless outreach efforts. In total, the team has made 196 homeless referrals this period. He also details several notable arrests. Folb asked Seyler what qualifies a person to be placed under a 5150 hold; Seyler said the suspect must be a danger to themselves or others, and is often a "grey area."

3. **Update on discussions with Jack in the Box (JIB):** Mariani said that a meeting was organized with the JIB asset manager in late June regarding concerns surrounding a disproportionate reliance upon BID security by the business. The goal was to encourage JIB to hire in-store security to assist with trespassers and other problem situations that arise. He thanked McDonald, Logan, and Alison at Space 15 Twenty who helped to communicate to JIB re/ the issues surrounding the location. In the initial meeting (attended by Captain Girmala, Rosenthal, Morrison and Seyler), the asset manager was not supportive of BID security involvement in the store, as they rely upon a Westec system. For a period following this meeting, given the posture of JIB relative to BID security, BID stopped patrolling the area around JIB and no calls for service were made. The property owner became involved, and several weeks later the asset manager asked to meet again. At this time, he thanked the BID for our service and said we are welcome on their property anytime. He also signed a trespass authorization form. Morrison said we will document all issues and calls from there for another month and bring the results to the security committee. The overall intent is to diminish the reliance of the store upon BID security.

4. **Preliminary injunction restricting removal of personal property:** Morrison stated that there is nothing new to report, other than that the city has finally cleaned up Skid Row. If the injunction is extended city-wide, Morrison said the BID would join an advocacy consortium; right now we are waiting to see what happens.

D. Streetscape Committee

1. **Cleanstreet commendation:** Mariani reported that the clean team was honored two weeks ago at City Hall in council chambers. He said the men were very appreciative.

2. Bulky item pick up needs: MacPherson stated that getting bulky items removed has become a challenge. In the past, we had a staging area where we could keep areas before being hauled off to the dump. However, we lost that area and are in need of a new one, and we could probably pay a small amount of rent if we cannot find a space to be donated. Eberly asked about approaching a company like 1-800-Got-Junk to sponsor this. Morrison stated that the city does remove the items but we just need a staging area as they only pick them up once a week. The space would not need to be much larger than two parking spots.

3. Report on transfer of CRA grant funds: MacPherson reported that the CRA had been approved to receive grant funds from the MTA, a significant chunk of which would be allocated to projects in the Hollywood BIDs. She has been advocating for us to be a “community partner” to receive the funds and manage the projects, we just need a city department to align with us to receive the funds from MTA. We have passed through two hurdles successfully so far and have two more to go. There are \$1.3 M in funds total. \$365,000 was the match that was going to be paid by CRA, so that money needs to be found somewhere. Two possible departments we might be able to work with include the council office, and the bureau of street lighting. Morrison said that if there was no BID, these funds would have simply disappeared. MacPherson said the funds are to be used for streetscape improvements, such as landscaped median islands on Vine Street, planters, landscaping, etc.

4. Hollywood Community Plan Status: MacPherson reported that the plan went into effect on August 6th, but we may not see changes on ZIMAS yet. She advised stakeholders to contact the city planning department with any questions. Also, three lawsuits have been filed against the plan, which cast a shadow on the implementation. She hopes there is no stay-order, but at the current time it would be risky to move forward with development plans until it goes through the courts.

VII. New Business

There was no new business.

VIII. Staff Announcements

1. IDA and CDA Conferences: Morrison stated that she and MacPherson would be attending the upcoming California Downtown Association conference in Sacramento this October, while Mariani and Strecker would be travelling to Minneapolis for the International Downtown Association conference in late September.

IX. Next Meeting

The next meeting is scheduled for September 11, 2012.

X. Adjournment: The meeting was adjourned at 5:55 p.m.